

Philip Morris Promotional Fulfillment Coupon/Sticker UPC Data Sheet and Order Form

Use this form to provide the information about a program which will include coupons or stickers as well as a request for a UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 7th Floor, New York, New York 10017. Telephone (212) 878-2027 with questions. All information must be provided before a UPC code will be issued.

Today's Date: / / UPC Size %: UPC CODE:

Prepared By: Ext: OVERNIGHT DELIVERY: ☐ YES ☐ NO

Send UPC To: Address:

Name: City/State/Zip:

Company Name:

Brand Program Information: This Information is **REQUIRED** before a UPC will be issued.

Brand: Program: POS #

Program Description:
(Please Be Specific)

Audience Reached: ☐ Offensive Timing: ☐ Yearly ☐ Winter Sweepstakes Capture Names?: ☐ Yes
☒ Defensive ☐ Quarterly ☐ Spring Entry? ☐ No
☐ Both ☐ Holiday ☐ Summer ☐ Yes OCR CODED? ☐ Yes
☐ Other ☐ Fall ☐ No ☐ No

Coupon Distribution Information: This Information is **REQUIRED** before a UPC will be issued.

Is this a (check one) ☐ Serialized Coupon ☐ Non-Serialized Coupon ☐ Sticker

Distribution Date: / / Expiration Date: / / Estimated Coupon Redemption Rate: %

Total Circulation: Max. Redemp. Cost/Coupon: \$ %

Will Coupons/Stickers Be Distributed:

☒ Nationally Will the distribution include military? ☐ Yes ☐ No
☐ Regionally (see below)
☐ Specific Markets (see below)
☐ On a Test Basis

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001) ☐ ROP/Newsp. Co-op (008) ☐ Hand Distribution (012) ☐ ON-Pack-Own Product (018)
☐ Magazine Tip-In (002) ☐ Sunday Supp.-Single (007) ☐ Retailer Coupon (013) ☐ Immediately Redeemable (020)
☐ Magazine Special Unit (003) ☐ Sunday Supp.-Co-op (008) ☒ Direct Mail - Solo (014) ☐ All Other: (025)
☐ Control Circ. Magazine (004) ☐ FS! Inserts - Solo (010) ☐ Direct Mail - Co-op (015) Please Explain
☐ ROP/Newsp. Single (005) ☐ FS! Inserts - Co-op (011) ☐ In-Pack-Own Product (016)

Offer Information: This Information is **REQUIRED** before a UPC will be issued.

Face Value: \$ Terms of Offer:
(Describe completely)

Discount Offered: %
(% of Face Value/Purchase Price)

or Check One Below

☐ B1G1F ☐ B2G 50¢ Off ☒ \$1.00 Off Carton ☐ \$2.50 Off Carton ☐ Other - Provide Details Above
☐ B2G1F ☐ B3G 50¢ Off ☐ \$1.50 Off Carton ☐ \$3.00 Off Carton
☐ B3G1F ☐ Free Pack ☐ \$2.00 Off Carton ☐ Checker Intervention

FOR COUPONS ONLY

Distribution break by PM Region:

Distribution break by Market

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
2	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
3	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
4	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
5	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
Total	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>

Approvals

Brand/Military/Sales: Date:

Purchasing: Date:

Market Research: Date:

Finance: Date:

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41076-04773

Date Assigned: 5.4.95 Assigned By:

AFTER UPC CODE ASSIGNMENT FOLLOW INSTRUCTIONS ON BACK OF FORM.

WHITE-Accounting GREEN-Media YELLOW-Market Research PINK-Purchasing GOLDEN ROD-Requester

#4003F
PM USA/REV 9/94

2071417812

INSTRUCTIONS

1. REQUESTER (BRAND, MILITARY, OR SALES):

Complete the data sheet for all coupons and stickers which require a UPC and offer code. Obtain Departmental Manager approval, retain golden rod copy and submit the completed form to PURCHASING.

2. PURCHASING:

Review and approve the data sheet. Assign a UPC/offer code and have COMPOSITION generate film for artwork. Retain pink copy and submit the form to MARKET RESEARCH.

3. MARKET RESEARCH:

Review and approve the data sheet, retain yellow copy and submit the form to ACCOUNTING.

4. ACCOUNTING:

Review and approve the data sheet. Enter the coupon data into both the PM-USA and CMS redemption systems. Retain the white copy and forward the green copy to media.

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